

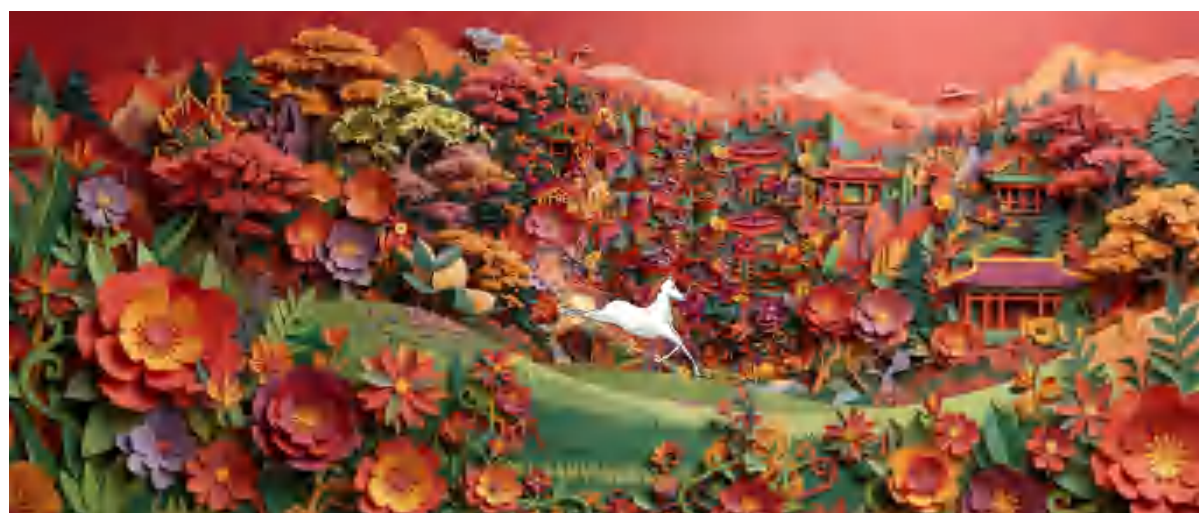


**MAGELINE 2026 CNY CAMPAIGN
YEAR OF THE HORSE**

END-TO-END AIGC DIGITAL MEDIA ARTISTRY

Reimagining the Eastern Aesthetic of Freedom

Centered on the core spirits of "Freedom" and "Blooming," this campaign reimagines the 2026 Year of the Horse as a digital aesthetic symbolizing modern female self-awakening. We intentionally moved beyond the mere stacking of traditional Lunar New Year clichés, instead depicting a celestial horse traversing seasonal realms and diverse natural landscapes. This creative trajectory not only builds a profound emotional bridge between the brand and its audience but also elevates the daily skincare ritual into a visual passage to the inner wild — where freedom blooms and imagination roams free.





A Synergy of Emotion and Algorithm

The visual execution employs a high-precision 3D digital paper-carving style, leveraging AI algorithms to simulate the intricate fiber textures, physical folding logic, and complex light-and-shadow interplay of traditional paper art. Saturated brand shades of red and gold permeate flowing natural palettes, redefining Eastern creative expression through algorithmically generated micro-details. This approach balances the tactile warmth of handcrafted artistry with the cinematic scale of digital media, achieving exceptional visual recognition.



Offline brand identity system

Seamless Omnichannel Integration

The project establishes a closed-loop visual experience ranging from online cinematic films to offline physical terminals. AI-generated creative elements are seamlessly translated into dynamic landing page headers, flagship 3D window displays, and interactive social content, forming a cohesive and unified brand identity system. This AI-driven workflow significantly accelerates the transition from ideation to market presence while cementing the brand's aesthetic authority in the premium skincare sector through immersive storytelling.



Dynamic landing page headers



Flagship 3D window displays



Interactive social content



A Sustainable Future for Digital Creativity

By adopting a fully digital production model, the project replaces physical set construction and cross-regional shoots with virtual assets, significantly reducing the carbon footprint of a large-scale commercial campaign. These AI-generated visual elements possess remarkable scalability for cross-media reuse, effectively extending the creative lifecycle of the content. This work serves not only as a practical validation of AIGC in brand marketing but also as a benchmark for high-quality, low-energy creative output in the digital era.

Spring Festival



Lantern Festival

